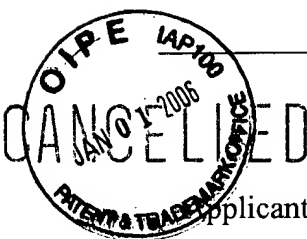


Please Direct All Correspondence to Customer Number 20995



AMENDMENT / RESPONSE TRANSMITTAL

Applicant : Russell M. Krapf

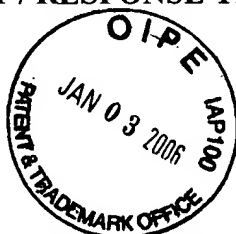
App. No : 09/608,819

Filed : June 30, 2000

For : SYSTEM FOR DISPLAYING VIDEO
DATA HAVING A PROMOTION
MODULE RESPONSIVE TO A
VIEWER PROFILE TO ENTICE A
VIEWER TO WATCH A PREMIUM
CONTENT

Examiner : Ngoc K. Vu

Art Unit : 2611



CERTIFICATE OF MAILING

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

December 30, 2005

(Date)

Bruce S. Itchkawitz, Reg. No. 47,677

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

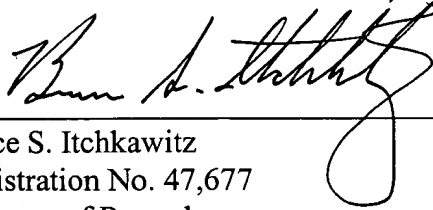
- (X) Amendment and Response to October 20, 2005 Office Action in eleven (11) pages; and
- (X) Two (2) return prepaid postcards.

The fee has been calculated as shown below:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Excess Claims	25 - 27 = 0	1202 (\$50)		N/A
Excess Independent	2 - 3 = 0	1201 (\$200)		N/A
Multiple Claim	1.16(j)	1203 (\$360)		N/A
1 Month Extension	1.17(a)(1)	1251 (\$120)		N/A
2 Month Extension	1.17(a)(2)	1252 (\$450)		N/A
3 Month Extension	1.17(a)(3)	1253 (\$1,020)		N/A
			TOTAL FEE DUE	0

Please Direct All Correspondence to Customer Number **20995**

Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



Bruce S. Itchkawitz
Registration No. 47,677
Attorney of Record
Customer No. 20,995
(949) 760-0404



K35A0627/LC/11728-001 (WESDIG.020A)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Russell M. Krapf

Group Art Unit: 2611

Appl. No. : 09/608,819

Filed : June 30, 2000

For : SYSTEM FOR DISPLAYING
VIDEO DATA HAVING A
PROMOTION MODULE
RESPONSIVE TO A VIEWER
PROFILE TO ENTICE A VIEWER
TO WATCH A PREMIUM
CONTENT

Examiner : Ngoc K. Vu

AMENDMENT AND RESPONSE TO OCTOBER 20, 2005 OFFICE ACTION

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

In response to the October 20, 2005 Office Action, Applicant requests the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

Amendments to the Claims: Begin on page 2 of this Response.

Remarks/Arguments begin on page 6 of this paper.